

Working together for a healthier Richmond



Donald R. Stern, MD, MPH Health Director

Collaborative efforts with our valuable community partners enabled several new public health initiatives to be implemented this year. The health district increased efforts to secure grant funding and worked with other organizations and City administration to expand public health services within the Richmond community, as we continued our mission: to promote healthy living, protect the environment. prevent diseases and prepare the community for disasters.





## Highlights:

#### **Community Resource Centers - improving access to care:**

In addition to Centers opened in the previous fiscal year at Fairfield and Whitcomb Courts, two more Community Resource Centers were opened this past year at Creighton (March), and Mosby Courts (April), in partnership with RRHA. These centers provide expansion of a successful model that increases access to basic health services and links individuals to a medical home. This is a broad interagency partnership. The Mosby site provides a new



Amy Popovich and Dr. Danny Avula at opening ceremony

and valuable community nursing education opportunity for VCU-MCV School of Nursing (SON) students. The Resource Center model has been successfully financed through creative fund development of a broad portfolio that includes Bon Secours support of the Creighton Court site and VCU-MCV/SON support of the Mosby site. A Virginia Health Care Foundation Grant is supporting a nurse and nurse practitioner in two locations, a Richmond Memorial Health Foundation grant is supporting 4 community advocate positions (trained lay health educators), a grant from the Community Foundation and Jenkins Foundation is supporting an outreach worker and the purchase of medical supplies for use at all Resource Center sites.

The National Association of County and City Health Officials (NACCHO) recently recognized the RCHD Resource Centers as a national model practice in public health.

## Highlights:

#### **Healthy Homes Project**

RCHD has successfully transitioned the Lead Poisoning Prevention Program (Lead Safe Richmond) into the state's first Healthy Homes Program. We are building capacity to evaluate and influence policy regarding the built environment through a Healthy Homes workgroup, partnering with the Richmond Department of Community Development, VCU Urban Planning, RAFS Council, DSS, City Code Enforcement, various community-based organizations such as Elder Homes, Rebuild Together, Southside Community Development Association and Better Housing Coalition. RRHA, VHDA, Va. Poverty Law Center, and community-based organizations that conduct home visitation are members.

This work has been made possible in part by successfully competing for a CDC Prevention Specialist, a very competitive process in which Richmond City Health District was one of 25 entities nationwide that obtained a specialist who is employed by the CDC and placed here in Richmond to work with RCHD for two years.

#### **Teen Pregnancy Prevention & Community of Caring**



Dr. Parker visited Woodville Elementary School and led a school assembly to energize students and teach Community of Caring principles

RCHD in conjunction with the Richmond Campaign to Prevent Teen Pregnancy in partnership with Richmond Public Schools and the National Center for Community of Caring began the Community of Caring Teen Pregnancy Prevention Initiative in 5 elementary schools with City budget support and great success at fund-raising and grantsmanship.

This effort is supported in part, by the Community Foundation and the Richmond Memorial Health Foundation, E. C. Robins Foundation and the Greater Richmond Chamber Foundation. The Community of Caring program will expand to Martin Luther King Middle School in September 2011, and then Armstrong High School in the 3<sup>rd</sup> year (2012) of the project.

#### **Emergency Preparedness and Response:**

The National Association of City and County Health Officials (NACCHO) recognized RCHD's Mass Patient Care plan as a national Best Practice. Richmond City has developed a very detailed and well written plan that consistently meets or exceeds the All Hazard Planning. Several areas such as mass prophylaxis, patient care and mass fatality planning are exception models for use in emergency response to those events. Planners from other local health departments across the nation are able to reference this plan when creating their own.

# Richmond Family and Fatherhood Initiative – Creating a community culture connecting fathers with their families:

The Richmond Father and Family Initiative is mobilizing the community by providing training support to churches to reach the men in their community and offer improved parenting skills, manhood, and relationship skills. Over 200 pastors, associate pastors, men's ministry leaders and lay ministry leaders attended a mobilization luncheon for Community leaders & Pastors in April, and we are training dozens of faith community organizations in these regards through the **Family and Fatherhood Training Institute**.

In addition, the "Cost and Solutions to Family Fragmentation & Fatherhood" report produced by The Richmond Family and Fatherhood Initiative has drawn great attention with demand requiring a re-printing of several thousand copies.

## Programs and services summary:

#### REPRODUCTIVE HEALTH SERVICES

The goal of the *Family Planning Program* is to promote reproductive planning through community based and clinical services providing reproductive health services to women and men. The focus is on prevention of unplanned pregnancies by providing counseling and birth control methods. There were **3,328** family planning patient visits to our clinic during the fiscal year. RCHD also makes family planning services accessible within the community through contracts with Capital Area Health Network which served **14,225** patient visits, and Fan Free Clinic which had **1,452** patient visits.

The goal of the *Maternal Child Health Program* is to promote healthy pregnancy outcomes and decrease infant mortality by providing early access to quality prenatal care and pregnancy education through community based and clinical services. There were **3,169** prenatal patient visits to the clinic during FY 2010-11, serving **355** pregnant women. RCHD provides education on a broad range of topics including breastfeeding, injury prevention, SIDS, folic acid distribution, and teaching the signs of preterm labor.

The **Resource Mothers Program** is a competitive grant-funded program for first-time pregnant teenage women designed to reduce infant mortality, reduce incidence of low birth-weight babies, and to prevent repeat teen pregnancies. Services are provided to participants until their baby's first birthday. Mentors provide counseling, parenting education, ensure that program participants keep medical appointments, and promote staying in school. The program served **71** pregnant teens this fiscal year.



WIC - The purpose of the Supplemental Nutrition Program for Women, Infants, and Children (WIC) is to provide nutritional supplements and nutritional education to all participants. Participants include pregnant women, post partum women and children up to the age of five. Goals are to improve pregnancy outcomes, prevent nutritional deficiencies and support optimal growth and development. The average number of clients served per month was 6,488 this fiscal year, with an average of 703 pregnant women being enrolled. Each month, this program plays a vital role in the District's plan to reduce infant mortality and to decrease childhood obesity through nutritional education and the promotion of breastfeeding. Our WIC facilities now offer walk-in opportunities for pregnant women to enroll and continue to collaborate with our lead poisoning prevention team to identify children who are recommended for blood-lead screening.

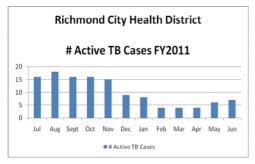
RCHD Reproductive Health Services				
	FY 2009-10	FY 2010-11	Percent Change	
Service & Programs	Number of visits	Number of visits		
Maternity	2,846	3,169	11%	
Family Planning	2,501	3,328	33%	
# Adolescents served	1,061	1,305	23%	
# Healthy babies born	48	51	6.25%	
# Infant deaths	0	1	na	
	Number served FY 2009-10	Number served FY 2010-11		
Resource Mothers	138	139	na	
	Avg. number of visits per	Avg. number of visits per month		
	month			
WIC	6,733	6,488	-3.6%	
Contracte	d Family Planning (provided under	er RCHD contract by local safety net	clinics)	
	Number served FY 2009-10	Number served FY 2010-11	Percent Change	
Capital Area Health Network*	12,095	14,225	18%	
Fan Free Clinic*	1,014	1,452	43%	

<sup>\*</sup>To help ensure access to care, the RCHD contracts with community health clinics to provide family planning services. Administrative and nursing management operations at these facilities impact the number of patients they served. NOTE: the dramatic difference shown at Capital Area Health Network between number of patient visits in fiscal years ending 09 and 10 is attributed to opening of additional clinics and revised reporting methods.

#### COMMUNICABLE DISEASE SERVICES

The RCHD *Epidemiology Team* conducts surveillance and investigation to minimize effects of communicable disease outbreaks within the community. By ensuring thorough investigations of all reportable disease conditions, the RCHD Epidemiology Team works to prevent transmission of disease and to curtail disease outbreaks.

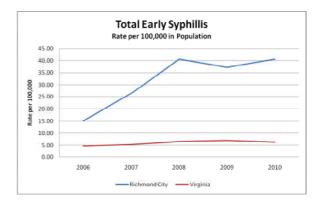
The *Immunization Program* promotes and provides childhood and adult immunizations to prevent disease outbreaks in Richmond. 4,408 immunizations were given to prevent multiple diseases last fiscal year.



The *Tuberculosis Control Program* protects Richmond from transmission of tuberculosis by identification, assessment, monitoring, and treatment of individuals with tuberculosis disease. The TB Program staff also assesses those exposed to individuals with tuberculosis. In addition to clinical treatment, RCHD outreach personnel provided directly observed therapy (DOT) assuring proper drug administration for all active TB cases in Richmond. 1,744 visits were made to the TB clinic this past fiscal year. An average of ten

TB cases per month were followed through the year.

Sexually Transmitted Infections - Efforts to reduce sexually transmitted Infections (STI) continue to be a challenge. Aggressive case-finding efforts and treatment are employed to curtail spread of infections. This past year, HIV infection rates decreased slightly. Syphilis cases have been trending upward, particularly in the MSM (men who have sex with men) population. This fiscal year, RCHD clinical services provided services to 5,915 patient visits seeking treatment for sexually transmitted infections. The RCHD STI/HIV Prevention Team took part in numerous community outreach efforts, including an aggressive syphilis testing and education effort that included a media awareness campaign targeting the Richmond community.



The Health Director coordinated establishment of a Regional STI collaboration with surrounding health districts, Virginia Department of Health, and community professionals to address STI issues with a regional approach which included outreach and providing training to private physicians and hospitals. In addition, the Deputy Director led the formation of a Richmond STI Coalition made up of local agencies, STI services and individuals with the goal of developing and implementing strategies to combat high STI rates. The Coalition successfully pursued a CDC grant for \$1.2 million, that will support community-based approaches to reducing sexually transmitted diseases over the next three years.

The RCHD Newcomer Refugee Program provides initial health assessment and immunizations for refugees coming to Richmond. There were 196 refugee visits to our clinic in the fiscal year.

RCHD Communicable Disease Services			
	FY 2009-10	FY 2010-11	Percent Change
Program/Service	Clinic Visits	Clinic Visits	Clinic visits
STD Clinic	5,895	5,915	.34%
Outreach HIV Screening (field tests)	41	253	517%
Immunization (children)	3,305	2,148	-35%
Immunization (adults)	2,698	2,260	-16%
TB Clinic	1908	1744	-9%
	TB cases	TB cases	

Active TB (number of cases)	20	14	-30%

#### **PUBLIC HEALTH PROGRAMS**

The Richmond City Health District Lead Safe Richmond Program became the *Lead Safe and Healthy Homes Initiative* (LSHHI) on December 2010. The Richmond Health District is the first health district in the State to pilot a Healthy Homes program. The Healthy Homes concept advocates the notion that by promoting healthier and safer homes/housing conditions, occupants will be healthier; and thus, lead to healthcare cost savings and higher societal productivity. The LSHHI office will conduct free Healthy Homes assessment to occupants of residential properties in the City of Richmond and for a fee will perform a property inspection, equivalent to a Healthy Homes assessment, to landlords, multi-residential units, schools and daycare facilities. The LSHHI Healthy Homes assessment is primarily targeting those properties occupied or visited by sensitive segments of our population (children ages 6 and under, the elderly, the disabled, those diagnosed with respiratory illness or allergies, and those with income levels below 50% of the average median income).

The *Chronic Disease Prevention Program* conducts health awareness and educational activities along with addressing environmental and policy changes to help citizens prevent chronic diseases such as obesity, cancer, diabetes, and cardiovascular disease. In an effort to address these issues, the Chronic Disease Prevention program serves as leaders and master trainer for Stanford University's Chronic Disease Self-Management and Diabetes Self-Management Programs which teaches citizens with chronic diseases how to manage their physical conditions.

Chronic Disease Prevention has also implemented workplace wellness initiatives for its employees and school health initiatives in partnership with Richmond City Public Schools. The Chronic Disease Prevention Program operates the popular *Rock! Richmond Fitness Program* that is currently being conducted by professional fitness instructors at community sites throughout the City to encourage healthier lifestyles for over **1,200** citizens participating at 40 different sites. By the end of 2011, the Chronic Disease Prevention Program will have the majority of its sites conducted by trained volunteers to help increase the number of exercise sites throughout the City.

The RCHD continued its partnership with the Virginia Department of Health and Bon Secours Richmond Health System to operate the *Richmond Smiles Mobile Dental Program*. The program utilizes a 40 ft. commercial coach with a fully equipped dental operatory to offer dental care at weekly service sites. A new site and service included this year is in partnership with VCU Department of Pediatric Dentistry. The Pediatric Dental program collaborates with our team, once a month to provide services on a rotating basis within the Richmond public housing communities. This fiscal year, free dental services were provided to 1,515 uninsured residents.

The *Richmond Family & Fatherhood Initiative* is dedicated to the mission of "Creating a Community Culture: Connecting Fathers to their Families." It is a city-wide initiative involving members of the Richmond community in efforts to encourage greater responsibility for fatherhood and to reduce unmarried births in the City of Richmond. The Initiative focuses on teens, young adults, and men from different walks of life; connecting, equipping and empowering them with essentials for positive lifestyle choices leading to sexual responsibility, self-reliance, and family responsibility.

This fiscal year, the Richmond Father and Family Initiative focused on expanding its capacity to connect with the Richmond community. A new website: <a href="https://www.Richmondfatherhood.org">www.Richmondfatherhood.org</a> was created to support community engagement efforts and to serve as a resource for information. Several focus groups were conducted to obtain input and feedback on the needs of the community. A Pastors and Community Leaders Mobilization Luncheon brought more than 200 clergymen and community leaders together for a dynamic and motivating call-to-action. The Richmond Family and Fatherhood Training Institute has subsequently trained dozens of churches and individuals to equip them with skills to facilitate outreach oriented programs addressing manhood, fatherhood, healthy relationships and marriage, as well as re-entry.



More than 200 clergy and community leaders attended the Mobilization Luncheon sponsored by the Richmond Family & Fatherhood Initiative



Health fair at Armstrong High School

The RCHD Adolescent Health Program focuses on teenage pregnancy prevention by motivating young people to develop life skills to enable them to make healthy lifestyle choices that will benefit them throughout their lives. Through the Helping Youth Prevent Pregnancy (HYPP) Program, educational services including a curriculum-based life skills and sexuality information program is provided to adolescents in Richmond Public Schools and within the community.

During the month of May, National Teen Pregnancy Awareness Month, the Richmond Campaign to Prevent Teen Pregnancy celebrated the completion of the first-year implementation of the Community of Caring Program at five elementary schools within the Richmond Public School system. Also in May, a city-wide teen pregnancy prevention call-to-action community meeting was

held with special quest Bill Albert, Chief Operations Officer for the National Campaign to Prevent Teen & Unplanned Pregnancy. In addition, Penny Keith, Professional Development Director for the national Community of Caring organization presented information about Community of Caring.

Public Health Programs				
Program	FY 2009-10	FY 2010-11	% Change	
Rock Richmond Fitness Program				
- Classes	1,976	2,000	1.21%	
- Participants (Average per month)	1,300	1,200	-7.6%	
Richmond Smiles Dental Program				
- Patients Served	1,250	1,515	21.2%	
Adolescent Health/Teen Pregnancy Prevention				
- Sessions held	677	668	-1.3%	
- Adolescents Serviced	*1,295	2,441	88.5%	

#### **Community Partnering** (working together for a healthier Richmond)

The RCHD strengthened partnerships, established new relationships, and participated in various organizations, committees and task forces. Memberships and community partnerships included association with:

American Cancer Society

Bon Secours Richmond Health System

Capital Area Health Network

City of Richmond

The Community Foundation

Community Planning and Management Team for Richmond City CSA office (CPMT)

Cross Over Ministry The Daily Planet

Emergency Response representation (MMRC, CRI, Pandemic Flu Plan)

Family Life Committee Fan Free Clinic

Friends of Prevention Coalition

Head Start Medical Advisory Group Health Promotions for People with Disabilities

Healthy Start Consortium Jenkins Foundation

Lead Poison Task Force

Mayor's Youth Academy

Richmond Ambulance Authority

Richmond Behavioral Health Authority

Richmond Campaign to Prevent Teen Pregnancy Richmond Healthy Start Executive Committee

Richmond Memorial Health Foundation Richmond Redevelopment & Housing Authority

School Health Services Partnership

Senior Connections

Tobacco Use Control Project Virginia Health Care Foundation

Virginia Heart Disease and Stroke Alliance

Virginia Diabetes Council VCU School of Public Health VCU School of Nursina

VCU Health System

VDH Family Planning Advisory Committee

#### **ENVIRONMENTAL HEALTH SERVICES**

Environmental Health Specialists inspect all City food establishments and food vendors to ensure compliance with service and sanitation according to State food regulations. Complaints and cases of food borne illness are investigated to determine and eliminate causes. Environmental Health specialists provide training for food handlers, issue temporary health permits, and inspect street food-vendors. Environmental Health specialists inspect the local dairy plant under federal guidelines and State statutory authority. The specialists also inspect public swimming pools and marinas, conduct animal bite/rabies investigations, West Nile Virus education, and investigate complaints of rodent infestation.

RCHD Environmental Health Services				
	FY 2009-10	FY 2010-11	% Change	
Activity/Service	Service numbers	Service numbers		
Number of restaurant inspections	3,140	3,003	-4.4	
Total number of food service inspections	5,494	5,027	-8.5	
Food permits issued	150	109	-27.3	
Animal bite/rabies investigations	271	337	24.3	
Positive rabies in animals	6	7	16	
Hotel/motel inspections	67	97	44.7	
Swimming pool inspections	77	92	19.4	
Environmental complaint investigations	231	165	-28.3	
Training classes conducted	12	19	58.3	
Food handlers trained	566	534	-5.6	

The RCHD presented two **Food Safety STAR Awards** this fiscal year. The bi-annual award recognizes food service establishments that demonstrate the highest degree of food safety and sanitation as well as compliance with food service regulations of the Virginia Board of Health. Nominees for the award qualify by having no critical violations upon inspection in the previous months. Winners are determined by a committee of inspectors. The top-honors recipient is acknowledged in a formal presentation of the award by the Health Director.



Dr. Stern presents Food Star Award to Harold's Kitchen, February 2011

#### **EMERGENCY PREPAREDNESS & RESPONSE**

The goal of the *Emergency Preparedness and Response Program (EP&R)* is to enhance Richmond City Health District's ability to respond to public health emergencies and to create resilient communities. In that effort, the District serves as the lead for coordinating all public health and medical services in the City during times of emergency/disaster. This coordination of efforts occurs within the City's Emergency Support Function-8 group as outlined in the City's Emergency Operations Plan. In collaboration with all public and private health entities in the City, the City of Richmond Office of Emergency Management, and many other organizations, RCHD has taken the lead in planning for all-hazards as they relate to public health and medical needs.

In 2010, the EP&R team worked diligently to become "Public Health Ready" certified by the National Association of County and City Health Officials (NACCHO). Project Public Health Ready is a competency-based training and recognition program. It builds preparedness capacity and capability through a continuous quality improvement model. The PPHR criteria are the only known national standards for local public health preparedness and are updated annually to incorporate the most recent federal initiatives. Each of the three PPHR project goals—all-hazards preparedness planning, workforce capacity development and demonstration of readiness through exercises or real events—has a comprehensive list of standards that must be met in order to achieve PPHR recognition. After the EP&R team's hard work, not only did RCHD pass the strenuous test, but it is being recognized as having one

of the best emergency response plans under the "Mass Patient Care" category. Reviewers with NACCHO said "the plans are superb" and they will place them in a NACCHO toolkit to be used by other U.S. cities and counties.



Senator Marsh was one of many persons vaccinated at the General Assembly flu shot exercise

The EP&R program has also conducted three full-scale exercises in the past year in an effort to further strengthen RCHD's response capabilities. In October of 2010 and May of 2011, key members of RCHD participated in table top exercises in response to mock public health incidents. RCHD responded to the incidents as they unfolded which required collaboration and coordination with many community partners. In January of 2011 RCHD, assisted by members of the MRC, participated in a full scale exercise on Capitol Square. RCHD staff and MRC members followed the district's Mass Vaccination Plan as they vaccinated members of the General Assembly and any person who was visiting the building that day.

EP&R, in collaboration with the VDH Office of Risk Communication and Education, Virginia Department for the Aging, Virginia Department for the Deaf and Hard of Hearing, Virginia Department for the Blind and Vision Impaired, VDH Office of Minority Health and Health Equity, and the Virginia Department of Behavioral Health and Developmental Services, presented and fostered a day long presentation and "mini-tabletop" exercise for local congregate care agencies (skilled nursing, home health, hospice, assisted living) to engage them in emergency preparedness and business continuity efforts. Over 100 persons attended the course on May 5<sup>th</sup> at the Koger Center.

The *Richmond City Medical Reserve Corps (MRC)*, housed under the EP&R program, is a volunteer organization that is dedicated to responding to public health emergencies. Members of the MRC are given opportunities to be trained in emergency preparedness and also assist with community outreach events. In 2010 the MRC has grown from 225 volunteers to almost 350. Volunteers have freely participated in over 30 events, with their volunteer hours valued at over \$8,000. The MRC is continuing to expand and has learned important lessons from other MRCs that have responded to disasters in the past year, specifically in southwest Virginia. Should an emergency befall us, the MRC will be ready to support the efforts of RCHD.

#### Public Health Emergency Response Extension Grant (PHER)



The MRC and PHER outreach flu vaccination team at the TV6 Healthy Lifestyle Expo in February, 2011  $\,$ 

RCHD was awarded additional grant funds to assist in the annual flu vaccine campaign. The grant required we target our efforts on school aged children (public, private, home-school, college, working). This included children and young adults ages 1-24.

Our PHER staff coordinated innovative outreach clinics and piggy-backed on special community events to conduct vaccination outreach clinics for a total of thirty events. Twenty of the thirty events were targeted to low income and minority populations. PHER staff vaccinated 786 people (outside the clinical setting) of which 536 received their vaccination at one of the outreach events targeted to low income and minority populations.

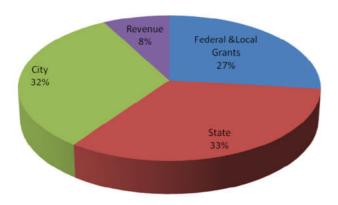
#### **VITAL RECORDS**

The RCHD *Office of Vital Records* maintains a record of all deaths that occur in the City of Richmond; the office issued **17,031** death certificate copies in fiscal year 2010-11.

#### **FUNDING & OPERATIONS**

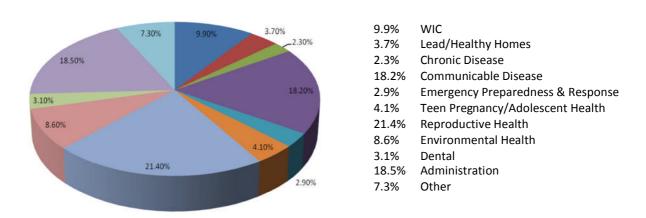
The Richmond City Health District was budgeted at a level of \$10,291,203 which is comprised of several funding sources, including City, State, Federal and revenue funds.

### RCHD Funding Sources FY 2010-2011



The above chart represents a total of \$10,291,203 in funding. This includes \$3,393,023 in state funds, \$3,320,824 local funds, \$808,221 revenue funds and \$2,769,135 in federal grants.

#### RCHD Expenditures by Program FY 2010-2011



Richmond City Health District's total budget increased 2.6% from \$10,026,850 in Fiscal Year 2010 to \$10,291,203 in Fiscal Year 2011. While the District saw decreases in State and Local funding, there were more significant increases in revenues and grant funding. Revenues increased 29.3% over the prior year, mainly due to an increase of revenue from Environmental Health fees, and several new grants awarded to the RCHD resulting in a 7.6% increase in overall grant dollars.